

The Road Not Taken

Hello,

Marlon here.

Real quick:

1. I have a very special NEW Mr. Stickman promotion coming shortly. If you're an affiliate watch for it. If you haven't double opted into our new Infusionsoft Mailing List, you need to do that to stay current on our promotions.
2. Today's ezine issue will NOT have screen caps. Usually, I include nice screen caps and pictures. This will be an abbreviated edition due to my schedule.
3. Another LIVE CHAT is coming this week.

These are no pitch chats where we hang out and discuss Internet marketing or whatever else is on my mind or yours. Watch your email.

Today's article:

The Road Not Taken

Yesterday someone told me, "Marlon, I'm a newbie and I'm so overwhelmed. There are so many differing opinions and methods. I just don't know WHAT to do to make money online. What do I do?"

My answer:

Fact 1: Nothing happens until somebody sells something to someone.

Let's just get this clear: No one makes money until someone sells something to someone. So whatever you do, if it's to be viable, has to help someone to sell something to someone.

Fact 2: You can either trade your own TIME for dollars or you can trade a PRODUCT or products for dollars.

In this case, the person was a web designer. They get paid \$50 an hour. So they ALREADY know how to sell their time for \$50 an hour.

All they have to do is sell something ELSE for \$50 and sell THAT THING 8 times a day to replace their job. Of course, there is overhead. So you need to sell a few extra “things” in order to cover the cost of hosting, auto responders, outsourcers or whatever.

Fact 3: It's easier to answer the question, “What do I have or can I create that OTHERS would be willing to spend \$50 for?” that it is to answer the question “I'm so confused. How do I make money online?”

At the end of the day, you sell a product or you sell time.

The problem with selling time is after you sell it you gotta spend time to DELIVER it.

The thing about selling products is you can sell them while you sleep and when you wake up, it isn't like you have to create the product to deliver. You already created it once. Now you just gotta sell it over and over.

Of course, this isn't nirvana. You have to get traffic and do other things. But the principle remains the same. You either sell time or you

sell a product.

Now, if you can sell time but make it someone ELSE's time you're selling, that's OK too. Nothing wrong with that model.

Fact Four: The WAY you sell that product for \$50 is to figure what you got or can create that others will pay 50 bucks for THEN figure out where the people hang out who are willing to pay that 50 bucks.

I know you're saying, "Marlon, that's great. But how am I gonna get people to my website or blog to BUY my thing for 50 bucks."

Or the more dramatic statement, "Marlon, I have TRIED to sell my dealeo for 50 bucks. Ain't no one buyin'. How come?"

To put that in perspective, think of this:

Connie Green told me this story: The Finns and the Swedes were having a contest of who could catch the most fish. The Finns (people from Finland) were catching hoards of fish right and left. The Swedes (people from Sweden) were catching NONE!

Finally, one of the Swedes asked a Finn how they were doing it. They said, "Well, we cut a HOLE in the ice!"

Now, I have no idea why the joke involves Finns and Swedes. That's just the way Connie told it, so I'm repeating it to you.

The POINT of the story is, you gotta put your HOOK in the POND or lake where the little FISHIES are.

If you got a HOOK (a squeeze page or email capture page) and you're not getting that HOOK in front of FISH, then you aren't gonna catch JACK!

Where do your little fishies hang out?

That is a LOT BETTER question and easier one to answer than the vague and overwhelming question of “How do I GIT traffic to my blog?”

Fact Five: The FORMULA for making \$50 sales is the SAME as it has been since I wrote Amazing Formula years ago.

If what I just said sounds profound, you haven't read Amazing Formula, or you haven't read it enough. I explain this in depth and cover many nuances.

Here is the basic formula:

FREEBIE + FISHIN' HOLE + EMAILS

a. Your freebie offer

This is where you offer something that is MORE VALUABLE to the reader than forking over their email address. Because people are reticent to do that. They're not dumb like they were in 1997. You know, people are educated now.

So you need a NICE JUICY piece of BAIT to stick on your hook. In other words, you need a freebie offer. A free video, audio, newsletter, software download, Wordpress Plugin – SOMETHING free that they want MORE than they want to NOT give you their email address.

b. Fishin' Hole

The formula for “traffic” is to put your FREEBIE hook and bait in a pond where the little fishies are.

“Well Marlon, where can I find that pond?”

It's part of your research. If you don't know where your potential

buyers hang out on forums, blogs, websites and Facebook groups, HOW then are you gonna get your HOOK in front of 'em?

You aren't.

This can take time and patience. SEO (meaning getting your web site ranked at the top of the search engines) takes time. It probably takes 6 months to do it right with Evergreen methods. But that site CAN stay at the top 5 or 10 years or longer. This is why I teach Evergreen methods.

Putting together an affiliate program takes time. Rome wasn't built overnight.

The truth is people are instant addicts and VERY few are willing to stick to a plan for 6 months. This is why in my 30-day coaching I teach doing mini 2-week plans that culminate in a 6-month goal.

c. Email and List

We STILL use email to make sales. Now, you can also use updates pushed out to the people on your Facebook Fan Page. That's kinda like the new list.

You can have a cell phone list you send text messages to.

The bottom line to CONVERSIONS is this:

You create a compelling message that shows people how to get a result they want or solve a painful problem that's driving them wacko.

And really, if you got something you REALLY want and don't have, that IS painful. So in a way, all products solve a pain of some sort.

Want or Pain + Message of Solution + Reason to act now = Sale

I describe it better in Amazing Formula but that is the basic formula.

If you can't get people to buy from you, then you need to look at this simple formula.

Now, many years ago I learned about USP from Jay Abraham. That stands for Unique Selling Proposition.

You got to have a UNIQUE solution.

The problem I see with a lot of people is this:

1. They don't want to do work
2. They want to make money fast

This leaves them with buying a NON UNIQUE product to sell like PLR or private label rights and doing NOTHING to improve it.

Darren Monroe teaches a nice concept called PLR rebranding where you improve and rebrand PLR.

You put some human creativity and thought into it.

“But Marlon, I need YOU to give me my NICHE, tell me what PRODUCT to sell, show me EXACTLY how to get the traffic then walk me through a PITCH or message to SELL that product. Then I KIN make money.”

In other words, you want a freaking fantasy.

Money is generated by uniqueness. YOU are the U in the word USP. You got to put YOU into it.

If you want EVERYTHING figured out for you from A to Z, that DOES exist. It's called a FRANCHISE.

And if you got yourself \$50,000 or \$100,000 go buy one.

People honest to goodness think they are going to get a franchise for \$100 or \$500 or even \$1,000.

That's just astounding to me.

Even an OUNCE of common sense would tell you that short of a franchise you got to use that thing inside your head God gave you called a BRAIN.

God gave you a brain that has the capacity for creativity.

Let's assume you have a brain and are willing to use it.

Because I got nothing to say to the other crowd than hang onto your wallet because you're fixin' to lose your money.

If you HAVE a brain and are willing to exercise it, then the process is simple. I didn't say EASY. It's not easy.

If it was easy, everyone in the entire world would be making 6 figures on the Internet.

But it's simple.

You figure out where your little fishies are hanging out online. If they aren't, then you need a new group of fishies.

Then you get your little hook. That would be your freebie offer. And you put that hook in front of 'em.

Now you got fishies on your list.

Next, you send 'em out EMAILS that say: "Hey fishies, you WANT X

and you got Y problem. I got SOLUTION. And here are sample results of solution.”

You do blog posts on it. Videos. Podcasts. You splain it to em any way they are willing to LISTEN to the message you got.

You do webinars. Teleseminars. Writin'. Blog posts. Whatever you can.

“But Marlon, I KINT write, I KINT talk. What do I do?”

Dude, I don't have a way for human vegetables to make money. You know, if you can't communicate, then how do you manage to order hamburgers and fries? How do you not starve?

You got to have certain things to be in business and sell stuff. And one of those is the ability to TALK or to WRITE.

If you can't talk and can't write, then how do you EXIST?

If that's you, you need communication training, not marketing training.

Let's say you can EITHER write or talk. If you can write but can't talk, you can HIRE someone to talk FOR YOU.

If you can talk but can't write, you can have stuff TRANSCRIBED.

But if you can't write and can't talk, I don't have anything to say to you. I can't help you. You need help by someone other than a marketer.

If you CAN talk or you CAN write, then THAT is how you get conversions.

You send out emails.

You send people to blog posts that explains your solution.

You send them to Teleseminars or webinars.

You write PDF's.

You do videos.

You use ANY and EVERY tool you CAN use to communicate the YOU in USP and the uniqueness of your solution.

When God made you, he didn't make anyone else like you. You DO have a uniqueness about you that no one else has.

USE that brain God gave you and USE your uniqueness and creativity to COMMUNICATE your message to the little fishies who took your hook and got on your list.

Most people, they write a couple emails, send them out, don't get sales and they get discouraged and quit because they have no self confidence whatsoever and no ability to defer gratification.

That may sound harsh. But it IS why people have jobs. In a job someone tells you everything to do and you don't have to tolerate any ambiguity. You don't have to figure much out. Someone else figures it all out for you and tells you what to do.

That's what some people want in a coaching program. They basically want a boss like they got in their job. That's not gonna cut it. You have to think and use your brain. And be able to think things through.

So in my 30-day coaching program, one of the things I teach is a problem-solving method. You have to be able to solve problems.

In summary, you either trade your TIME for dollars or you trade a PRODUCT for dollars.

However much you make PER HOUR is how much you need to sell your product for.

Then you need to sell EIGHT of those products a day to replace your job. If you also sell 8 a day on the weekend, THEN you cover your overhead from your weekend sales.

Now, maybe you have TWO products that make up those 8 sales a day. Or you have some affiliate products that you sell.

Connie Green is an awesome affiliate marketer. So she takes articles from the people she promotes affiliate products for. She puts those articles into EBOOKS. And puts each one on its own domain name.

Then at seminars when she's talking to people she'll say, "You need to go download my ebook at such and so url."

People do an inside the ebook are sprinkled affiliate URL's. And she didn't even write the articles. She uses articles the marketers wrote.

I don't want to over-simplify the business.

But at HEART, what I've said in this issue is spot on.

However much per hour is your TARGET for what you sell your product at. And you need to make your starting goal to sell 8 a day.

In OTHER ezine issues I've explained how to do email capture pages, get traffic and other aspects of this process.

And yeah, there are intricacies, secrets and so forth. In this issue, I just wanted to present a very simple big picture message.

I started out by promising you to show you how to quit your job by learning 2 secrets.

1. You got to get people ON your list
2. You get to get 'em to buy 8 products a day that are the SAME price as how much you make per hour.

You do that by communicating a solution that has a USP. And YOU are the ultimate U in USP.

You've also learned that if you are a human vegetable and can't talk or write, I can't help you.

You've also learned it's simple but not necessarily easy. And you've learned that very few people can stick to a plan for 6 months. They can't even do it for 30 days.

So if YOU are one of those RARE people who can create a plan and actually IMPLEMENT it without getting distracted, you might have what it takes to make it in this business.

Because most people don't have it and can't do it. They start with one plan, run into someone who refunds or complains. Run into a problem that isn't easy to fix or solve right off the bat.

And they just quit that method “cause it don't work” and go to the next method.

If you can overcome the A.D.D. society we live in, and you can do some simple basics then you got a shot to do what most can't or won't.

Most people want the easy way out.

Which is GREAT NEWS! Because that means a TON of opportunity for YOU if you're one of the weird beasts that can get beyond A.D.D. thinking, and do the simple basics it takes to make it in this business and stick to that plan for longer than 10 days.

If you can do THAT, the world is your oyster.

If you can do that, you might wanna be in my 30-day coaching program. Or at least consider it.

Next week I'll be back with a TYPICAL ezine with illustrations and such.

I hate writing issues like this! My unsubscribe rate rockets up. “Good gosh, I thought it was all going to be easy and I'd be making 6 figures like the gurus.”

The ONLY reason I write these issues on occasion is because there are also others who appreciate the TRUTH and don't want to be sold some pot of gold at the end of an illusory rainbow.

They want the truth.

And not many people in this business have the GUTS to tell the truth. The truth isn't sexy. The truth isn't popular. The truth doesn't make you sales.

But it IS the truth.

Every word of it.

I teach the road less travelled. I usually have that poem at the end of my ezine. People write and say, “Marlon, I think you should take out that poem. It's irrelevant to online marketing.”

I say it has everything to do with online marketing.

Either you seek a fantasy quick money fix that builds sandcastles on the beach that wash away overnight in the tide.

Or you build something that lasts.

I've been doing this since 1997 (and before on AOL).

But it's the road less travelled.

Two roads diverged in a yellow wood,
And sorry I could not travel both
And be one traveler, long I stood
And looked down one as far as I could
To where it bent in the undergrowth.

Then took the other, as just as fair,
And having perhaps the better claim,
Because it was grassy and wanted wear;
Though as for that the passing there
Had worn them really about the same.

And both that morning equally lay
In leaves no step had trodden black.
Oh, I kept the first for another day!
Yet knowing how way leads on to way,
I doubted if I should ever come back.

I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I--
I took the one less traveled by,
And that has made all the difference.

Best wishes,

Marlon Sanders

PS: A few quickie resources:

Amazing Formula: Helps you figure out the big picture kinda like this article but much more in depth. <http://www.amazingformula.com>

Push Button Letters: Training wheels for writing sales letters. Actually, Craig Perrine just told me yesterday how he wrote a very good sales letter with it before. <http://www.pushbuttonletters.com>

Design Dashboard: Teaches you basics of Photoshop Elements and some basic html skills. <http://www.designdashboard.com>
Some of our customers love this product.

Promo Dashboard: Teaches you how to create a freebie, a squeeze page and send out emails that convert.
<http://www.promodashboard.com>

Product Dashboard – Teaches you the basics of creating a simple product to sell. <http://www.productdashboard.com>

Traffic Dashboard – In depth training on getting visitors to your blog or website. Includes social media, Facebook, banner buying.